

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

## 1. Name of Property

historic name Goodman-Stark House

other names/site number Stark-Unsell House

## 2. Location

street & number 601 North Third Street [n/a] not for publication

city or town Louisiana [n/a] vicinity

state Missouri code MO county Pike code 163 zip code 63353

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  
[X] nomination [ ] request for determination of eligibility meets the documentation standards for registering properties in the  
National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In  
my opinion, the property [X] meets [ ] does not meet the National Register criteria. I recommend that this property be  
considered significant [X] nationally [ ] statewide [ ] locally.  
(See continuation sheet for additional comments [ ])

Signature of certifying official/Title Claire F. Blackwell/Deputy SHPO

Date 1 Sept 94

Missouri Department of Natural Resources  
State or Federal agency and bureau

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria.  
(See continuation sheet for additional comments [ ])

Signature of certifying official/Title

State or Federal agency and bureau

## 4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date

[ ] entered in the National Register  
See continuation sheet [ ].

[ ] determined eligible for the  
National Register  
See continuation sheet [ ].

[ ] determined not eligible for the  
National Register.

[ ] removed from the  
National Register

[ ] other, explain  
See continuation sheet [ ].

### 5. Classification

Ownership of Property	Category of Property	Number of Resources within Property		
		Contributing	Noncontributing	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	2	buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district			
<input type="checkbox"/> public-State	<input type="checkbox"/> site	0	0	sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	0	0	structures
	<input type="checkbox"/> object	0	0	objects
		1	2	Total

Name of related multiple property listing.

n/a

Number of contributing resources previously listed in the National Register.

0

### 6. Function or Use

#### Historic Function

DOMESTIC/single dwelling  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Current Functions

DOMESTIC/single dwelling  
DOMESTIC/secondary structure  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 7. Description

#### Architectural Classification

Queen Anne  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Materials

foundation limestone  
walls brick  
roof asphalt  
other \_\_\_\_\_  
\_\_\_\_\_

### Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

## 8 Statement of Significance

### Applicable National Register Criteria

☐ A Property is associated with events that have made a significant contribution to the broad patterns of our history

☒ B Property is associated with the lives of persons significant in our past.

☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

Property is:

☐ A owned by a religious institution or used for religious purposes.

☐ B removed from its original location.

☐ C a birthplace or grave.

☐ D a cemetery.

☐ E a reconstructed building, object, or structure.

☐ F a commemorative property.

☐ G less than 50 years of age or achieved significance within the past 50 years.

### Areas of Significance

Commerce

Architecture

### Periods of Significance

1894

1899-1914

### Significant Dates

1894

1899

### Significant Person(s)

Stark, Clarence McDowell

### Cultural Affiliation

n/a

### Architect/Builder

Franklin, J.J.

Wheeler, Lorenzo P.

## Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

## 9 Major Bibliographic References

### Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

### Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67) has been requested

☐ previously listed in the National Register

☐ previously determined eligible by the National Register

☐ designated a National Historic Landmark

☐ recorded by Historic American Buildings Survey

#

☐ recorded by Historic American Engineering Record

#

### Primary location of additional data:

☒ State Historic Preservation Office

☐ Other State Agency

☐ Federal Agency

☐ Local Government

☐ University

☐ Other:

Name of repository: \_\_\_\_\_

### 10. Geographical Data

Acreage of Property less than one acre

#### UTM References

A. Zone Easting Northing  
15 667770 4368740

B. Zone Easting Northing

C. Zone Easting Northing

D. Zone Easting Northing

[ ] See continuation sheet

#### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

#### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

### 11. Form Prepared By

name/title Mark Hohnstreiter

organization n/a date July 8, 1994

street & number 601 North Third Street telephone 314/754-5997

city or town Louisiana state MO zip code 63353

#### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

#### Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

#### Photographs

Representative black and white photographs of the property.

#### Additional Items

(Check with the SHPO or FOP for any additional items)

#### Property Owner

(Complete this item at the request of SHPO or FOP.)

name Mark Hohnstreiter

street & number 601 North Third Street telephone 314/754-5997

city or town Louisiana state MO zip code 63353

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 1

Goodman-Stark House  
name of property

Pike County, MO  
county and State

Description

The Goodman-Stark House is a two-and-a-half story brick residence built on a terraced site on the bluffs of the Mississippi River in Louisiana, Missouri. The house was designed by the architects Franklin, Wheeler, and Branson of St. Louis, and constructed in 1894. A classically-inspired adaptation of Queen Anne style, the Goodman-Stark House stands apart from the predominant architectural styles of the thriving 19th Century river town, whose notable homes range from antebellum residences to the ornate victorian. The house's brick exterior incorporates three bays, its roofline is accentuated by an elaborate cornice moulding, and the steeply pitched front-facing gable is punctuated by two pediment dormers and a large triangular gable dormer. The house possesses architectural integrity which is comprehensively documented through surviving floor plans, photographs, and building and remodeling records. The house retains its original exterior appearance, and the character of the house's interior was substantially maintained over its 77 years of ownership by the Clarence Stark family. While in good structural condition overall, the home is endangered by continuous vibration from truck traffic along Route 79, which has caused some foundation settlement, gradual displacement of joists, and cracked plaster.

The Goodman-Stark House exemplifies the traditional elements of American Queen Anne style: a steeply pitched gabled roof with intersecting ridges dominated by a front-facing gable; prominent masonry chimneys; and an asymmetrical facade broken up by bay windows and balustraded porches. To these features, its designers added classically inspired details such as a palladian entry door surround, classical porch columns, and pediment dormers. Decorative elements added to porches, dormers, and roofline cornice moulding were restrained and emphasized instead the overall lines of the house.

The foundation is coursed limestone and approximately two feet thick; on its exterior, the foundation is capped in finished rock face. The exterior walls are constructed of dark red hard-pressed brick, freighted down the Mississippi River from Quincy, Illinois. The brick flemish-bond masonry has narrow mortar joints and is a distinctive feature of the house, joined at the bay corners with an overlapping mortise pattern. Bearing walls are eighteen inches thick. Exterior brick and masonry is in good condition and shows no evidence of spalling. Windows are framed with a flat-arch brick lintel at the top and a plain lug sill limestone lintel at bottom; window sashes are single paned and double hung, all intact and still in good working order.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 2

Goodman-Stark House  
name of property

Pike County, MO  
county and State

Along the roofline runs an extensive three-part cornice with egg-and-dart detailing which conceals built-in metal gutters. Two pediment gable dormers extend from the steep central gable, as does a large extended triangle gable with oval window recess. These pediment dormers are trimmed with fish-scale shingles and decorative patterned fascia in the form of a garland motif. While all exterior wood trim is still original to the house, a spindlework balustrade from the corner bay is missing, as are a few other decorative exterior elements that have not survived: the matching decorative fascia along the upper trim of the front and corner porches, the finished capitals of the columns of the main porch, and turned wooden urns atop the balustrade's newel posts. The current owner plans to replace these missing elements with salvaged replacements.

Three prominent main brick chimneys and two brick chimney flues were originally constructed. At present day, two of the main brick chimneys rise twenty feet above the roofline at the South and East sides, flush with the exterior wall; the North chimney has since been capped at the third floor. A small chimney is centrally located and serves as a flue for the boiler and water heater. Another chimney flue for the kitchen at the Northeast corner of the house has also been capped at the roofline.

Main entry to the house is through an open front porch framed by classical columns that support a balustrade of spindlework. Underneath this porch, the main door is inset to a palladian entry with bevelled art glass surrounds. To the South, a small hooded side porch provided entrance for deliveries and servants. At the East side, another one-story porch abutted the kitchen door; it was later rebuilt in the 1930s as a two-story screened-in sleeping porch.

The house's floor plan dimensions are roughly 50 feet by 40 feet, laid out in a rectangular design, with major living spaces in each of the four corners of the house. Ceiling height is 10 feet 8 inches on the first floor, and 10 feet 2 inches on the second floor. The entire house is transected from West to East by a large two-story foyer. Behind the main foyer, the house has a rear staircase system which provided access for servants to all three floors of the house. The third-floor attic acquired a finished interior in the 1930s, and was used as a children's playroom.

On the first floor are a parlor to the Southeast, a sitting room to the Southwest, a dining room to the Northwest, and a kitchen to the Northeast. Opening to the kitchen are a butler's pantry, a pot pantry, and access to the full basement. On the second floor, the four quadrants of the house were planned as bedrooms. A bathroom divides the two North bedrooms from each other, and a second bathroom divides the two South bedrooms.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 3

Goodman-Stark House  
name of property

Pike County, MO  
county and State

=====

The interior is finished in plaster lath walls and ornate woodwork, which survive today, although a few ceilings have been replaced with gypsum board. White oak was used for decorative cornice and baseboard moulding, doors, and door surrounds in the public portions of the first floor; elsewhere, white pine and cyprus were matched to the same design. Wood originally given a natural finish was painted in 1935. The house has hardwood floors of oak throughout. Four fireplaces remain of the house's original complement of six; three are finished with decorative carved oak mantels and inset with glazed tile. The fourth, located in the East wall of the sitting room, was enlarged and rebuilt during the 1935 remodeling. The central foyer retains its original panel wainscoting, pocket doors, interior doors with blind transoms, ornate newel posts, and carved acanthus-leaf corbels and urns, all of white oak, now painted.

The house preserves many of its original fixtures and accessories. From the beginning, the house was designed to accommodate interior plumbing and electrical as well as gas lighting. Cabinetry in the kitchen and butler's pantry is original to 1894. Most electric light fixtures are brass and original to the house. All brass hardware is original. A system of electric bells to summon servants still operates. The house is heated by decorative hot water radiators warmed by a gas-converted coal boiler.

The interior of the house was last remodeled in 1935; plans were drawn up by the St. Louis firm of George D. Barnett, son of George I. Barnett, both of whom were influential St. Louis architects. (This choice of architects was a natural one, as the Barnetts were related by marriage to the Stark family.) Plans and specifications for the 1935 remodeling are also in the collection of the present owner; they describe changes to room partitions and updating of building systems, including electrical and plumbing. A second-floor bathroom was added from space taken from the Southwest bedroom, and fixtures and tile in both second-floor bathrooms were updated. What was originally the second-floor sewing room, overlooking the main front porch to the West, was compartmentalized to create dressing rooms for the two front bedrooms. On the first floor, the wall and pocket doors which divided the first floor sitting room and parlor were removed to join these two rooms as a single large living room; the South fireplace was blocked and covered with built-in cabinetry. A small french door was added to the dining room for access to the formal garden at the north side of the house.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 4

Goodman-Stark House  
name of property

Pike County, MO  
county and State

=====

Since 1935, there have been few modifications to the house. The owners prior to the current owner reversed what little interior redecorating and remodeling had been done in the the mid-20th Century, restoring light fixtures, hardware, woodwork, and floors to the House's original 1894 condition. Repairs to paint, plaster, and wallpaper were made, and a new asphalt shingle roof was installed in 1990. Aluminum storm windows were added to window exteriors.

Two non-contributing structures are found on the Goodman-Stark House site. A small one-story frame house, roughly 16 feet square and finished in wood clapboard, served as a residence for the family's cook. A narrow rectangular one-story brick garage, about 30 feet by 16 feet, is adjacent to this structure. Both structures, presently intact, were built in the 1920s, and are thus not encompassed in the period of significance attached to the Goodman-Stark House itself.

The house fronts on present-day Route 79, which is also Louisiana's Third Street. This neighborhood is at the crest of a river bluff immediately South of the Champ Clark Bridge, an area which includes several other notable structures, including the 1856 Luce-Dyer House (listed on the National Register in 1982), the Captain James H. Johnson House, built during the 1880s, and St. Joseph's Catholic Church. The property acquired by the house's first owner was originally bordered by all of Jackson and Noyes Streets to the South and North, respectively, and Third and Main, to the East and West. This block now includes present-day John B. Henderson Park, overlooking the Mississippi River to the East of the Goodman-Stark House.



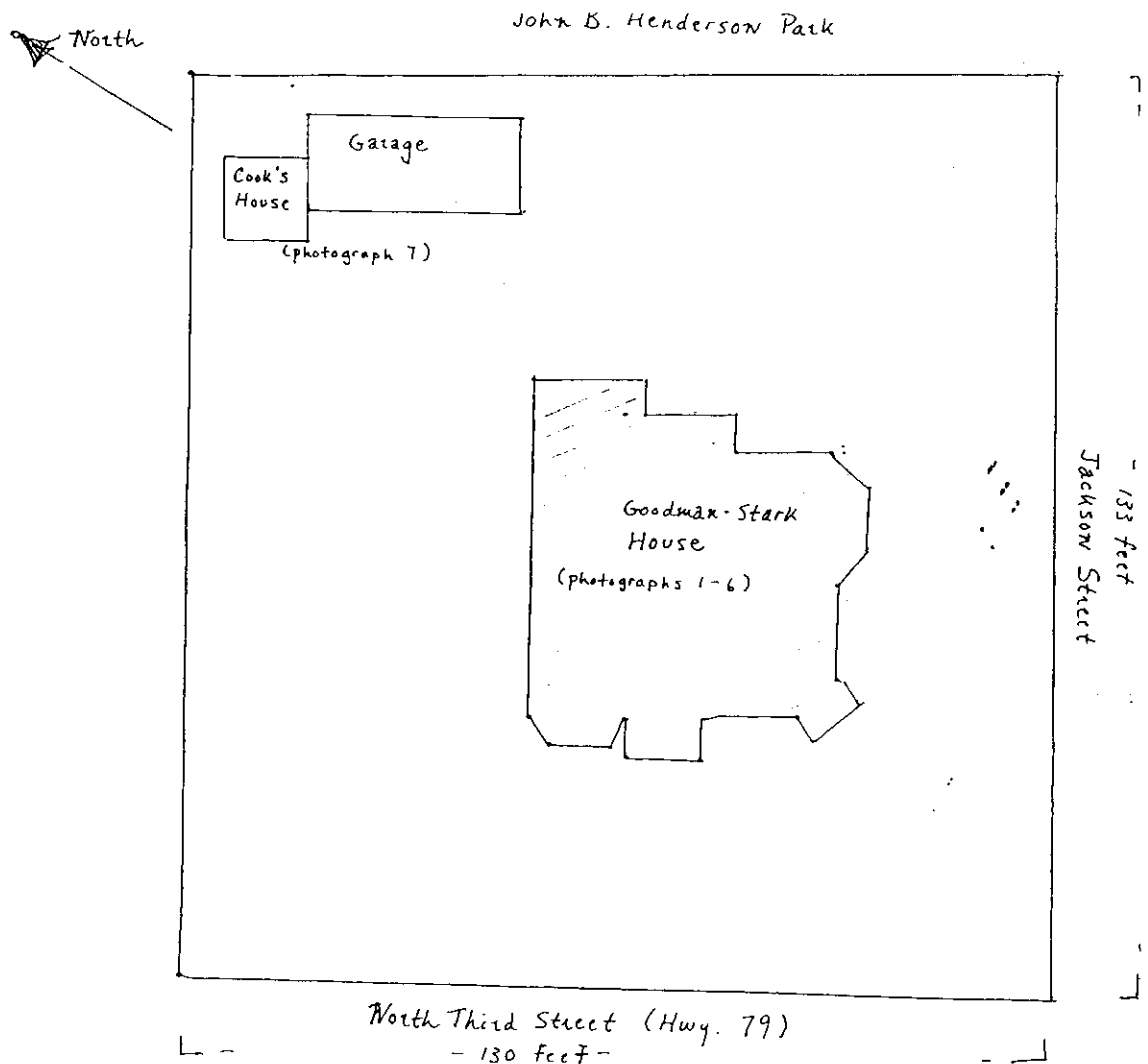
United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 5

Goodman-Stark House  
name of property

Pike County, MO  
county and State



Site Map  
Goodman-Stark House  
Louisiana, Missouri  
Pike County

Block 113, Baker Claim;  
Lots 63, 64, 68, 69

{ approx. scale }

20 feet

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8 Page 6

Goodman-Stark House  
name of property

Pike County, MO  
county and State

=====

Architect/Builder: Branson, Charles E./Unknown

Summary:

The Goodman-Stark House is significant under criterion C for architecture. The House was architecturally designed in close collaboration with its owner and builder, and it serves as a tangible reminder of the wealth and prosperity enjoyed by the small river town of Louisiana during the 19th Century. While displaying many of the characteristic qualities of Queen Anne design, the House is a locally notable example of free-classic adaptation of the Queen Anne style executed in patterned masonry. Stylistically and geographically, it stands apart from the many other notable Queen Anne structures which comprise Louisiana's Georgia Street, an intact Victorian residential and commercial district listed in the National Register of Historic Places and several blocks to the South of the House's location on North Third Street. The Goodman-Stark House is also significant under Criterion B for its association with Clarence McDowell Stark, co-founder and first President of the present Stark Bros. Nurseries and Orchards Co., and an entrepreneur and pioneer in American horticultural commerce. Purchased by him in 1899, the Goodman-Stark House is the only surviving structure that is directly associated with the productive life of Clarence Stark; regretfully, the original Stark Bros. office headquarters, as well as Clarence Stark's family home, were razed in the 1960s. The years 1899 to 1914 are a second period of historical significance for the Goodman-Stark House, as they mark both Clarence Stark's ownership of the house and also define a turning point for the fortunes of Clarence Stark and the Stark concern. The Goodman-Stark House represents Clarence Stark's rise to affluence and the period in which his company achieved and first sustained recognition, prominence, and commercial success at a national level. Clarence Stark entered into a mutually beneficial relationship with the horticultural scientist Luther Burbank, introducing several of Burbank's first hybridized fruit varieties; he conceived of a national catalogue sales and advertising campaign for the Stark company; he promoted the development of orchard farming in the Western United States; and he is credited with discovering and championing the Red Delicious apple, one of the most commercially successful and widely propagated apple varieties in the United States. By the time of Clarence Stark's death, Stark Bros. was a household word throughout the country, and millions of Red Delicious apple trees were bearing fruit in orchards across the continent, including many of the first orchards planted in the Pacific Northwest.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8 Page 7

Goodman-Stark House  
name of property

Pike County, MO  
county and State

The Goodman-Stark House is representative of the shift in Queen Anne design style which emerged in America in the mid-1890s, as architects and builders eschewed the more elaborate decorative elements of the Victorian period in favor of classical lines and design features. The major elements of Queen Anne style are still incorporated in the House's design: a steeply pitched front-facing gabled roof with intersecting ridges dominated by a large front-facing gable; prominent masonry chimneys; and an asymmetrical facade broken up by bays of windows and balustraded porches. To this were added classically inspired details such as the palladian entry door surround, classical porch columns, and pediment dormers. Decorative elements added to porches, dormers, and roofline cornice moulding were restrained and emphasized instead the overall lines of the house.

The Goodman-Stark House was commissioned by Richard H. Goodman, chief cashier of the Bank of Louisiana, who had acquired one of the last substantial undeveloped parcels of land in present-day Louisiana, Missouri. The parcel comprised eight lots at the crest of the river bluffs bordered by North Third Street and Main Street. R.H. Goodman sought out three established St. Louis architects, J.J. Franklin, Lorenzo P. Wheeler, and Charles E. Branson, who were among the founding members of the Architectural Club of St. Louis, a roster of young architectural talent headquartered on Locust Street. Franklin, Wheeler and Branson were active in completing a number of commissions for residences in St. Louis's emerging Central West End in the years prior to the 1904 Louisiana Purchase Exposition.

The architectural significance and integrity of the Goodman-Stark House is enhanced for students and scholars of 19th Century architecture in that all original blueprints and building specifications have remained intact and were passed on to the current owner. They detail the house's floor plans, elevations, use of materials, and manner of construction. The plans are dated June, 1894 and are notated throughout with many revisions dictated by Mr. Goodman. A representative example of the surviving detail of these records is provided by the following excerpt:

Front door will be 3'6" by 7'0", full 2" thick, white pine core veneered on both sides with quarter-sawed white oak above . . . Transom above to be as shown by detail, sash 1-3/4" thick glazed with leaded art glass costing \$3.50 per foot. Hang this transom with brass hinges and furnish with Woolensach's transom lifts 4 X 516. Side lights on each side of this front door to have 1-3/4" sash glazed with leaded art glass costing \$3.50 per foot. Frame to be 1-3/4" thick rebated to receive doors, moulded transom bar and moulded hanging style set back 1/2" to form rebate for screen doors. {Owner to furnish art glass for front door--contractor to set same in place }

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8 Page 8

Goodman-Stark House  
name of property

Pike County, MO  
county and State

=====

Clarence Stark purchased the home at 601 North Third Street in 1899 from Eleanora Goodman after her divorce from R.H. Goodman; it was Clarence Stark's first home of affluence after a decade of financial struggle and the need to recapitalize his company. Clarence Stark had sold his small frame house at the corner of 15th and Tennessee Streets, now a vacant lot, to raise money during the financial panic of 1893. He is not again recorded as a property owner until he acquired the Goodman house. During this interval the young family travelled to Colorado, where Clarence Stark conducted a dry-farming experiment, and they lived in his family home, the William Stark house, on their return to Louisiana. The original Stark Bros. headquarters and offices, as well as the adjacent William Stark house, were razed in the 1960s, and the Goodman-Stark House is thus the only surviving structure that has direct historical association with Clarence Stark. (5)

The argument for significance at a national level is supported by the scope of Clarence Stark's contributions to horticultural commerce. Clarence Stark formulated the national advertising effort which transformed a small family orchard business of modest regional importance into what became the world's largest nursery company. He manipulated the discovery and promotion of the Red Delicious apple, which quickly became one of the most commercially successful and widely known apple varieties in the United States. Clarence Stark is credited with helping to promote the development of orchard farming in the Western United States, and the Red Delicious apple was one of the first apple trees introduced in Washington and Oregon States. Luther Burbank, America's "plant wizard", credited Clarence Stark with the vision to provide him financial backing at a pivotal time in his early horticultural experimentation, and the long-term relationship with Burbank served to enhance the Stark Bros. Company's credibility and prestige.

Clarence Stark's achievements were notable in light of the context in which he and his family assembled what soon became the "nation's oldest and world's largest" nursery company. At the time he and his two brothers, Edgar and W.P., took over the concern following their father's death in 1880, the small business had nearly failed. William Stark had struggled to continue the operation of five orchards and a flourishing nursery business left to him by his father, Judge James Stark, an early Pike county settler. During these early years, the Stark orchards grew and shipped barreled apples to destinations along the Mississippi River, and Stark apple tree scions were sought out by Midwestern settlers. A series of financial panics and setbacks reduced William Stark's proprietorship to a single orchard at the time of his death.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8 Page 9

Goodman-Stark House  
name of property

Pike County, MO  
county and State

=====

The two decades following William Stark's death represented a period of challenge and opportunity for the three Stark brothers as they began the task of resuscitating the family business. (1) The Stark business was given negligible mention in the 1883 History of Pike County (2). A decade and a half later, Stark apple trees were nationally recognized through the distribution of Clarence Stark's catalogues and advertising, and the company was the largest employer in Pike County. Clarence, who combined skills as a horticulturalist with a knack for advertising and promotion, became the first president when Stark Bros. Nurseries and Orchards Company was capitalized and re-incorporated in 1893. Edgar assumed most of the business's financial and production operations, and W.P., who later left the company, was office manager. (1)

As early as 1887 the Stark brothers were placing large advertisements in newspapers and magazines, and a Stark advertisement appeared in the first issue of Collier's Weekly Magazine, making Stark Nurseries one of the first national advertisers in weekly publications distributed throughout American and abroad. Other early advertising efforts devised by Clarence Stark included the company's slogan, "Stark Trees Bear Fruit" and bear-shaped trademark, painted on the side of barns throughout the Midwest. The first Stark mail-order catalog appeared in 1894, and in 1896, Clarence introduced the first color Stark catalog, which displayed full-color artist's renderings of Stark apples. Clarence Stark wrote the text for each; he liked to quote Shakespeare and he combined testimonials from growers and orchardists with elevated prose detailing the merits of Stark apples and trees. (1)

The Stark company's expansion to national proportions signalled a new generation of economic opportunity for Louisiana and Pike County. Louisiana was an early Mississippi River port settled in 1816, the same year Clarence Stark's grandfather first arrived there with saddle-bags full of apple scions. The city prospered through river trade and was an early supply stop for pioneers to the Salt River Country. By the 1880s, the city's population had grown to more than 5,000, with hopes of swelling to 20,000. However, the 1880s arrival of railroads in Pike and surrounding counties signalled a likely decline in Louisiana's riverfront prosperity. Rail lines provided direct access for neighboring communities to trade with Chicago, Kansas City, and St. Louis, siphoning away agricultural and other trade with Louisiana. (2) This same set of factors, however, would provide the Stark Bros. company with a national distribution network. A turn-of-the-century workforce of over 300 harvested and loaded fruit trees on railroad cars bound for all areas of the United States.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8 Page 10

Goodman-Stark House  
name of property

Pike County, MO  
county and State

=====

The discovery and promotion of the Red Delicious Apple most altered the fortunes of the Stark company, although this would not be realized until the turn of the century. In 1892 Clarence Stark had organized a national apple fair and contest. His aim was to uncover, through chance hybridization in orchards across the country, a new eating apple to replace the Ben Davis. While Ben Davis was the most widely planted apple in the United States, it made for very poor eating. The contest was judged by H.D. Van Deman, U.S. Pomologist, and the prize was awarded to an unusual entry with fine flavor, a long distinctive shape, and five small bumps on the blossom end. The rights to this apple were acquired by Clarence Stark in 1894 from an Iowa Quaker farm family. Introduced in 1895, the apple was not an overnight success with major apple buyers in Chicago and other markets, primarily due to its non-rounded shape. Clarence Stark persisted by including free samples of the Delicious stock with every order his nursery filled and shipped. By the end of the decade when these trees first started to bear fruit, demand became so great that eventually entire trains were needed to meet Delicious tree orders. (1)

After 1900, Stark trees followed the railroad lines to the Western United States. James J. Hill, president of the Great Northern Railway Co., commissioned Clarence Stark to send horticulturalists to evaluate the land along the Columbia river for fruit growing. Within a few years, the valleys of the Northwest became one of the greatest fruit-producing areas of the world. The Red Delicious Apple, especially, made top production records in these orchards and got top prices on the markets. In the early 1890s Clarence Stark had conducted a dry-farming experiment in Colorado which attracted the attention of the U.S. Department of Agriculture; while a costly experiment for the Stark company, it was the first to suggest that many arid Western areas could be made suitable for orchard farming, and this region soon become another market for Stark Delicious trees. (1)

After 1900, Clarence Stark travelled extensively to promote the company's fruits and acquire new varieties. In 1901 he took his family on an extended trip to Europe. He returned with several cultivars of flowering plants and shrubs, including hybrid French lilacs, which were soon to make their first introduction to United States gardens through distribution by Stark Bros. His promotional activities culminated in 1904, when he organized an extensive exhibit for the Louisiana Purchase Exposition. Clarence Stark prepared and printed 100,000 copies of a new catalog, and his display of Stark Delicious fruit brought international recognition to this new apple variety. (1)

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8 Page 11

Goodman-Stark House  
name of property

Pike County, MO  
county and State

Clarence Stark had met Luther Burbank as early as 1886, and began to acquire the rights to several varieties of fruit, including plums, prunes, and quince. Though world-famous as an experimental horticulturalist, Burbank did not have facilities for propagating and retailing very many of his originations, and had himself failed in establishing a nursery enterprise. Stark Brothers were among a handful of established nurseries and seed firms that supplied Burbank with ready cash to continue his experiments. (3) (4) In later years Burbank related his first meeting with Clarence Stark: "I had been getting very nominal and insufficient prices for my new fruits, and when Mr. Stark made this offer to me that is when I really became the Luther Burbank that horticulture has known. I could see a vision of the great possibilities of plant improvement if only sufficient time, money and effort were put behind the work by those who understood it." (1)

The historical significance of Clarence McDowell Stark is largely unwritten, most probably due to public attitudes toward mental illness at the turn of the century. During his last decade of life, Clarence Stark suffered from a series of intermittent mental health crises and was occasionally institutionalized. Edgar Stark amicably assumed presidency of the company in 1905 to relieve his brother of the day-to-day concerns of management, although Clarence continued to have a daily presence at the firm's offices and orchards until his death. (6) Since Clarence was one of the two major stock holders of the company, many decisions continued to be made by him, or by his wife and sons Lloyd and Paul acting on his behalf. His wife, Lilly Stark, was appointed his legal guardian by the Probate Court of Pike County in December, 1911, although Clarence continued to be active and productive thereafter. Convinced of a return to health, Clarence and a number of prominent individuals locally and statewide brought attempts at restoration ultimately reaching the Missouri State Supreme Court. (6) He died in 1914 after a brief hospitalization in the Jacksonville (Illinois) State Hospital. He left elaborate instructions for his funeral arrangements, which culminated in a Masonic ceremony at the highest promontory of Riverview Cemetery in Louisiana, overlooking the Mississippi River.

Clarence Stark was married to Lilly Crow, his cousin and one of the first women graduates of the University of California. The Clarence and Lilly Stark family included Paul C. Stark, who became Vice President of Stark Bros. Nurseries and Orchards Co. and who later in life assumed a national leadership role in the passage of the U.S. Plant Patent Act and the introduction of the Victory Garden effort during the Second World War; Lloyd C. Stark, Governor of the State of Missouri, 1937-1941, and Willella Stark Unsell, who lived in the house until 1975. In the year of his father's death in 1914, Paul Stark travelled from the house to West Virginia where he discovered what was soon introduced as the Golden Delicious apple, the first

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 9 Page 12

Goodman-Stark House  
name of property

Pike County, MO  
county and State

=====

Bibliography

1. Terry, Dickson, "The Stark Story." Special publication of The Bulletin. St. Louis, Missouri: Missouri Historical Society, September, 1966.
2. Mills & Co., editors, The History of Pike County, Missouri. Des Moines, Iowa: Mills & Co., 1883.
3. Howard, Walter L., "Luther Burbank, A Victim of Hero Worship." Chronica Bonatica, Volume 9, Number 5/6. Waltham, Massachusetts: Chronica Bonatica Co., 1945/46.
4. Kraft, Ken and Pat, Luther Burbank, The Wizard and the Man. New York: Meredith Press, 1967.
5. Hohnstreiter, Mark, Interview with Mrs. Virginia Stark Kinet, granddaughter of Clarence Stark. Author's collection, Louisiana, Missouri: January, 1994.
6. Stark, W.P. "Deposition of William P. Stark, in the matter of David A. Ball, Plaintiff, vs. The Estate of Clarence M. Stark, Deceased, Defendant." Records of the Probate Court of Pike County Missouri, at Bowling Green, Missouri, filed September 15, 1914.



United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 10 Page 13

Goodman-Stark House  
name of property

Pike County, MO  
county and State

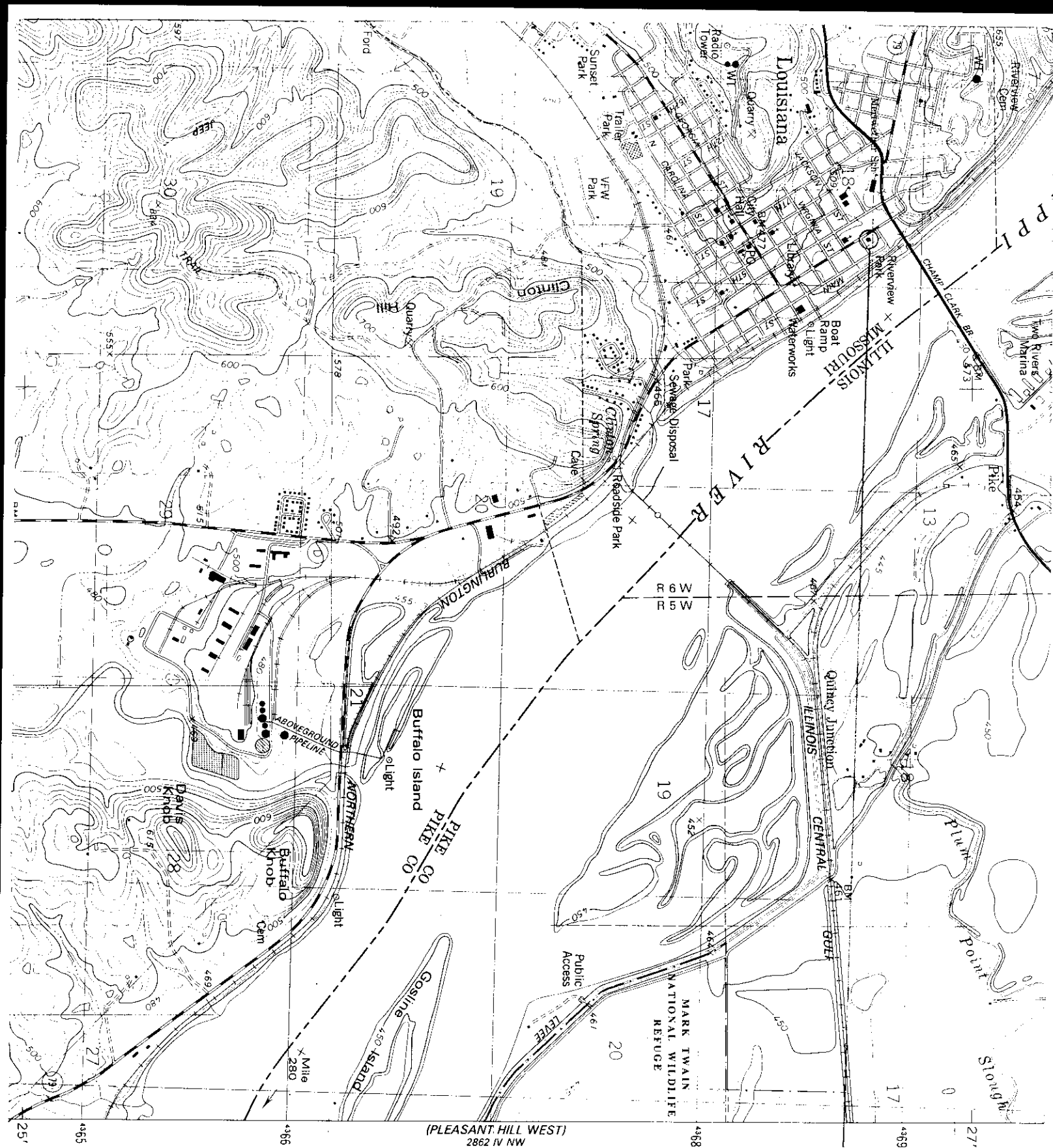
---

Verbal Boundary Description

Lots 63, 64, 68, and 69, Block 113, Baker's Claim Addition to the City of Louisiana, Pike County.

Boundary Justification

The boundary includes the Goodman-Stark House and all outbuildings (garage, cook's house) that have historically been part of the the property and that maintain historic integrity. Two parcels of land that were originally a part of the property to the North of the House and bordered by Noyes Street are not included because they were subdivided in the 1950s and developed into two single family homes. During the periods of historic significance for the House these two parcels were an uncultivated and undeveloped lower terrace area, and thus they do not convey historic integrity to the House. Another parcel of land to the East of the House was originally a part of the R. H. Goodman property but was kept by Mr. Goodman when the House was sold to Clarence Stark. It was later sold to United States Senator John B. Henderson who then deeded it to the City of Louisiana, and this parcel was later developed as a park. It does not convey historic integrity to the current Goodman-Stark House property as it was originally an uncultivated and undeveloped parcel of land, which had already been parcelled off before the House's main period of historic significance.



GOODMALL-STARK HOUSE  
 601 N. THIRD ST.  
 LOUISIANA, PIKE COUNTY, MO  
 15/667770/4368740

Goodman - Stark House  
Louisiana MO Pike County

Photographed by Mark Hohnstreiter, owner  
March 20, 1994

negative in owner's possession

601 W. Third St. Louisiana MO

West facade

Camera facing East

#1



Goodman - Stark House  
Louisiana MO Pike County  
photographed by Mark Hohnstreiter,  
owner

March 20, 1994  
negative in owner's possession  
601 N. Third St Louisiana MO

East facade  
camera facing West

#2



Goodman - Stark House  
Louisiana MO Pike County  
Photographed by Mark Wahnstrater,  
owner

March 20, 1994

Negative of owner's possession

600 N. Third St Louisiana MO

first second photo

Camera facing south

#3





Goodman - Stark House  
Louisiana W. Pine County  
Photographed by

Mark Holmstreiter, owner

March 22, 1994

Negative is owner's property  
Sent to third Street

Section of South St. St.  
Corner South St. St.

100

Goodman - Stark House  
Louisiana Wb Pike County  
photographed by

Mark Hohnstreiter, owner

March 20, 1994

negative in owner's possession  
601 N. Third Street

portion of South facade  
camera facing North

#9



Goodman - Stark House  
Louisiana MO Pike County  
photographed by

Mark Hohnstreiter, owner  
March 20, 1994

negative in owner's possession  
601 N. Third Street Louisiana MO  
detail of West gable dormer  
camera facing NorthEast

#5



Goodman-Stark House  
Louisiana MO Pike County

Photographed by

Mark Hohnstreiter, owner  
March 20, 1994

Negative in owner's possession  
601 N. Third St. Louisiana MO

North facade  
camera facing South

#6



Goodman-Stark House  
Louisiana MO Pike County  
photographed by Mark Hohnstetter  
owner

March 20, 1994

negative in owner's possession  
601 N. Third St. Louisiana MO

Cook's House and brick gara  
Camera facing North

#7





Goodman- Stark House  
Louisiana MO Pike County  
photographed by

Mark Hohnstretter, owner  
March 20, 1994

Negative in owner's possession  
601 N. Third St. Louisiana MO

Southwest Parlor, first floor  
camera facing West

#8



Goodman-Stark House  
Louisiana MO Pike County  
photographed by

Mark Hohnstreiter, owner

March 20, 1994

negative in owner's possession  
601 N. Third St. Louisiana MO

Central foyer stairs, first floor  
camera facing East

#9

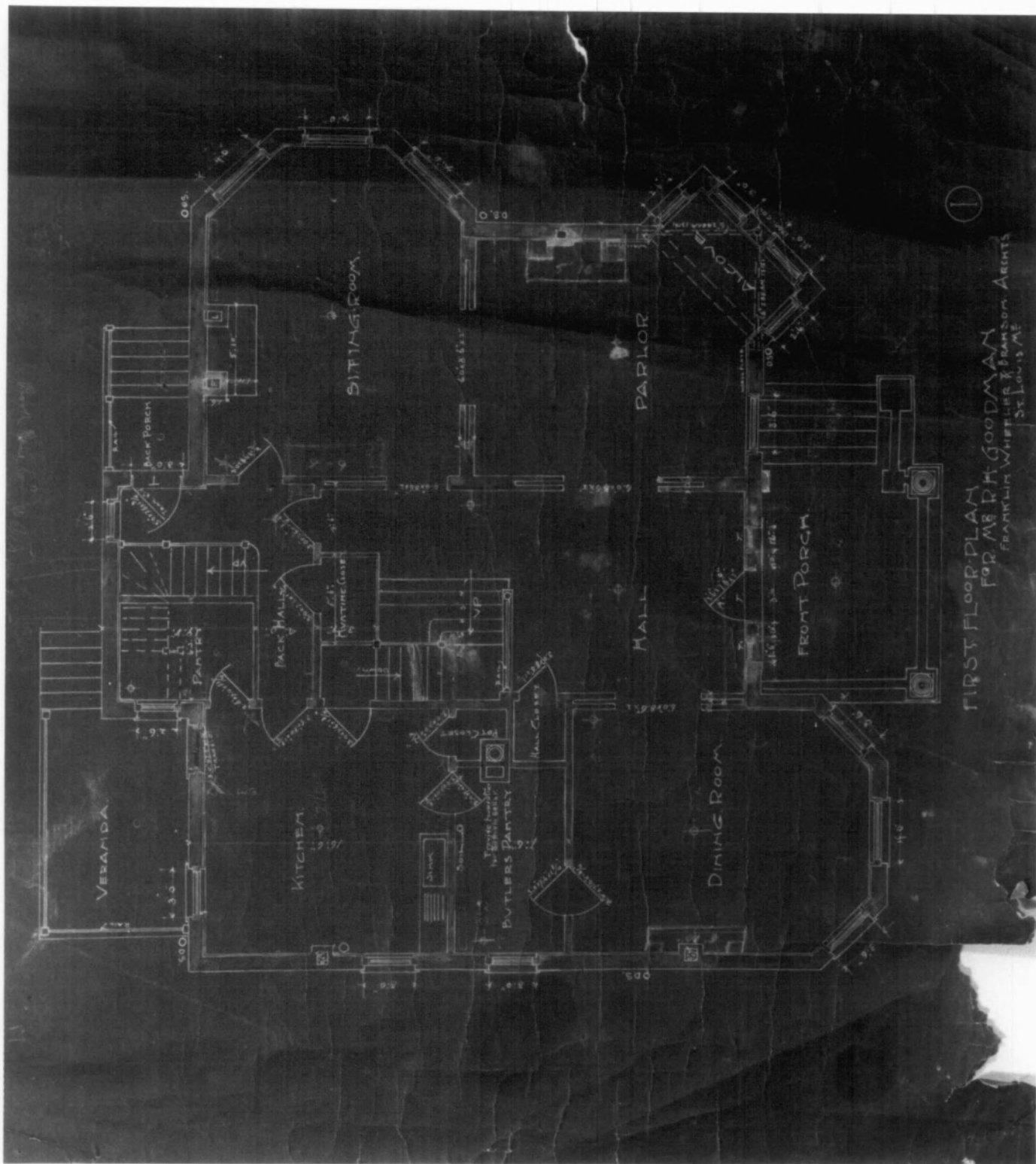


Goodman-Stark House  
Louisiana, MO Pike County  
Photographed ca. 1900  
Reproduced by Liz Hansen 7-94  
Negative owned by Mark Hehnsteiter,  
camera facing East; owner  
Family of Clarence Stark at  
Goodman-Stark House  
original in owner's collection  
#10



Goodman-Stark House  
Louisiana, MO Pike County  
Photo by Liz Hansen 7-94  
negative owned by Mark Holmströter, owner  
First floor architectural plan  
original in owner's collection  
#11

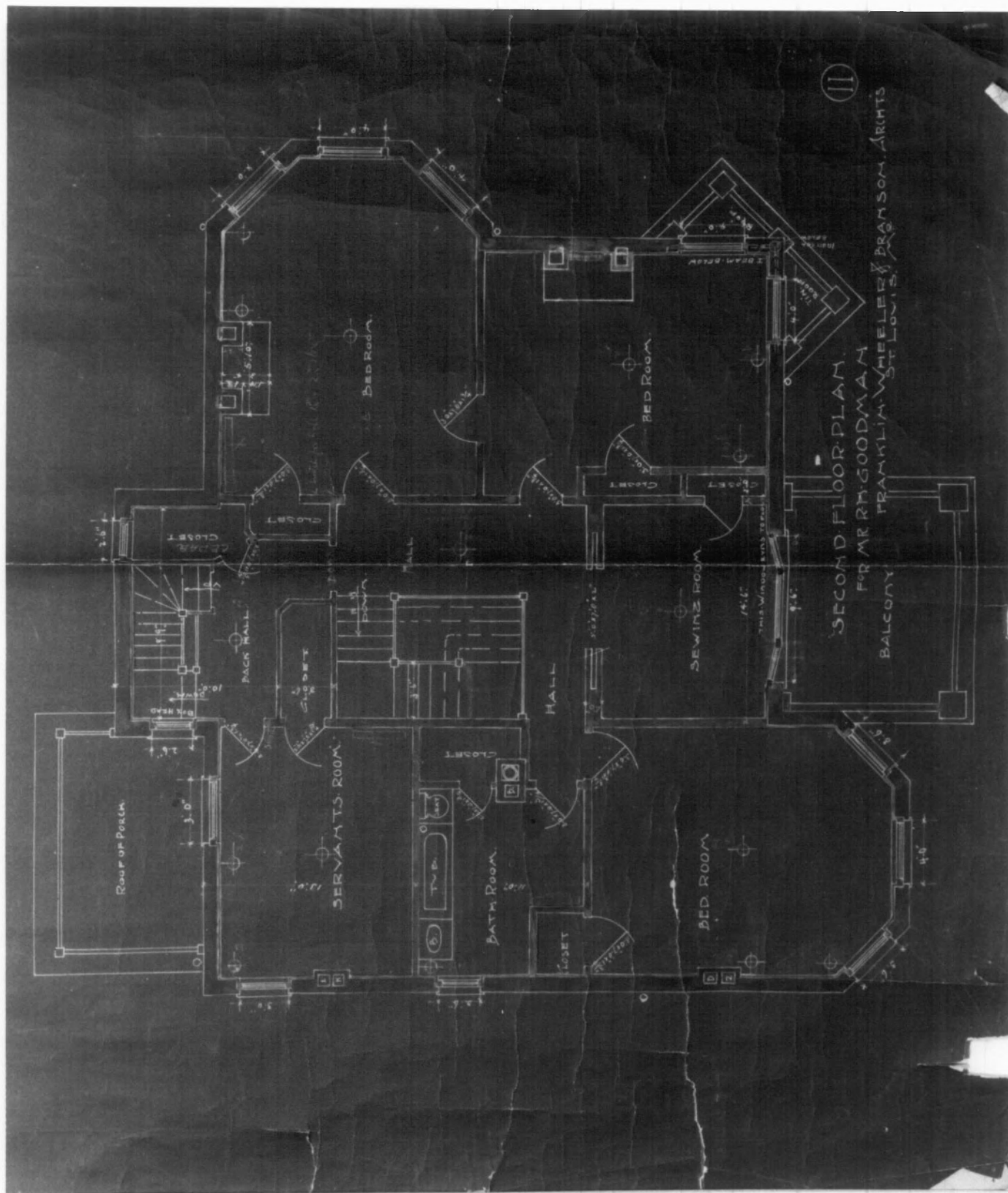




①

FIRST FLOOR PLAN  
FOR MR. R. H. GOODMAN  
FRANKLIN WHITFIELD & SONS, ARCHT.  
ST. LOUIS, MO.

Goodman - Stark House  
Louisiana MO Pine County  
Photo by Liz Hansen 7-94  
negative owned by Mark Hohnstetter, owner  
Second floor architectural plan  
original in owner's collection  
#12



II

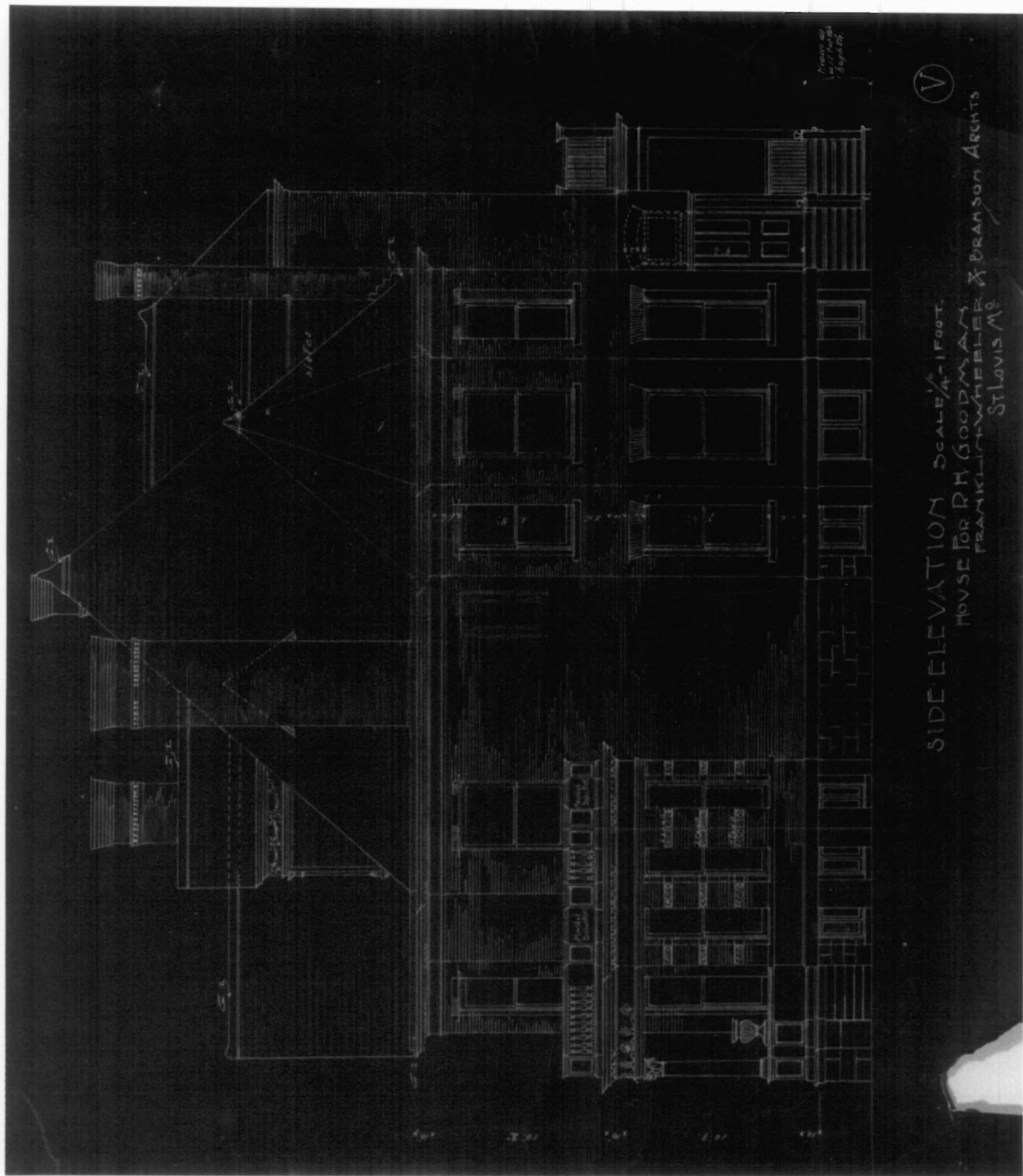
SECOND FLOOR PLAN

FOR MR. GOODMAN

FRANKLIN WHEELER PRAMSON, ARCHT.

ST. LOUIS

Goodman-Stark House  
Louisiana, MO Pike County  
Photographed by Liz Hansen 7-99  
negative owned by Mark Hehnreiter, owner  
Side elevation architectural plan  
original in owner's collection  
#13

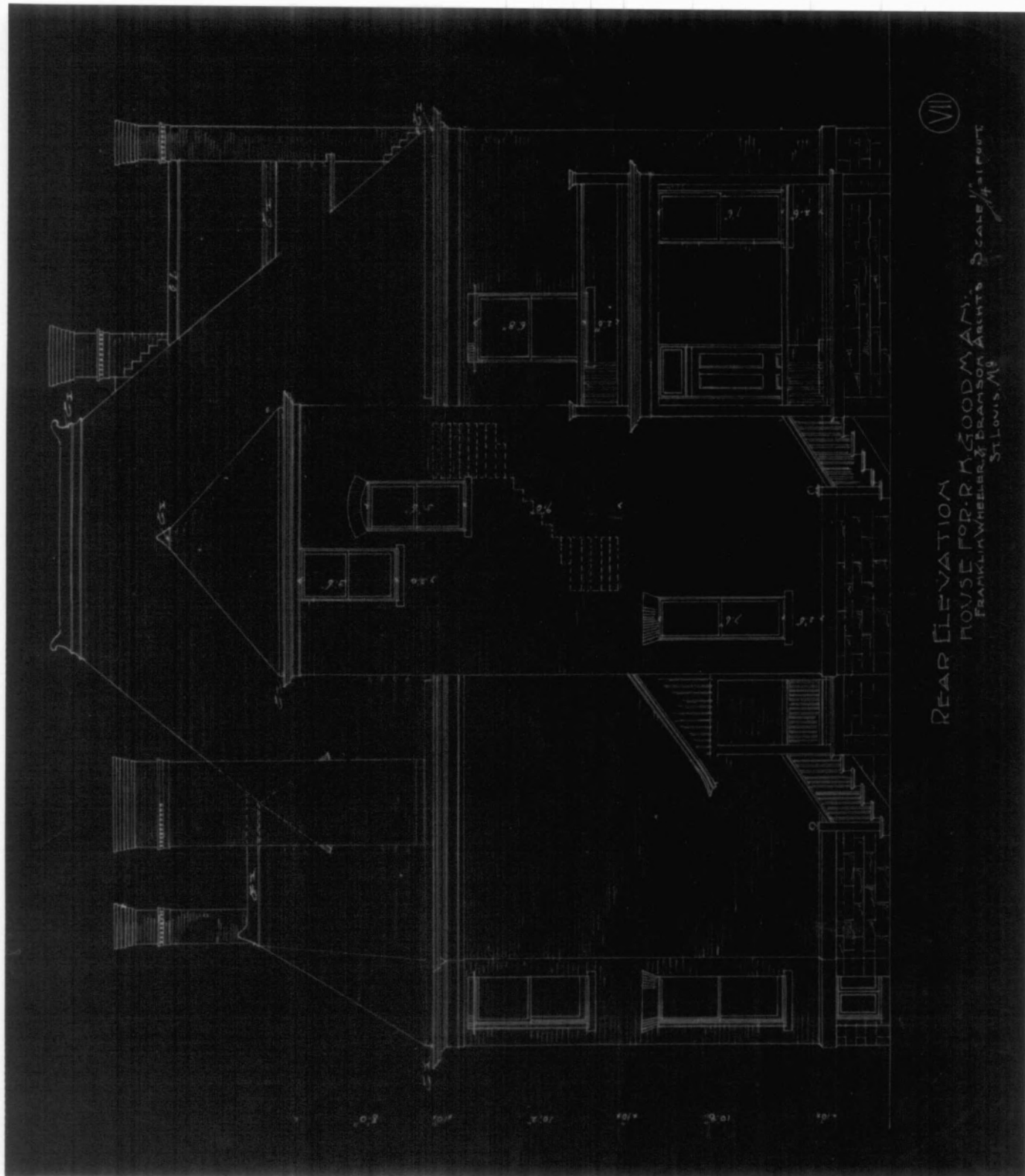


V

SIDE ELEVATION SCALE  $\frac{1}{4}$ " = 1 FOOT.  
 HOUSE FOR R. H. GOODMAN  
 FRANKLIN WHEELER & BRANSON ARCHTS.  
 ST. LOUIS, MO.

Goodman-Stark House  
Louisiana, MO Pike County  
-Photographed by Liz Hansen 7-99  
negative owned by Mark Hohnstreiter, owner  
Rear elevation architectural plan  
original in owner's collection

#19



VII

REAR ELEVATION

HOUSE FOR P. R. McGOODMAN

FRANKLIN WHEELER & BRANSON ARCHTS

ST. LOUIS, MO

SCALE 1/4" = 1 FOOT